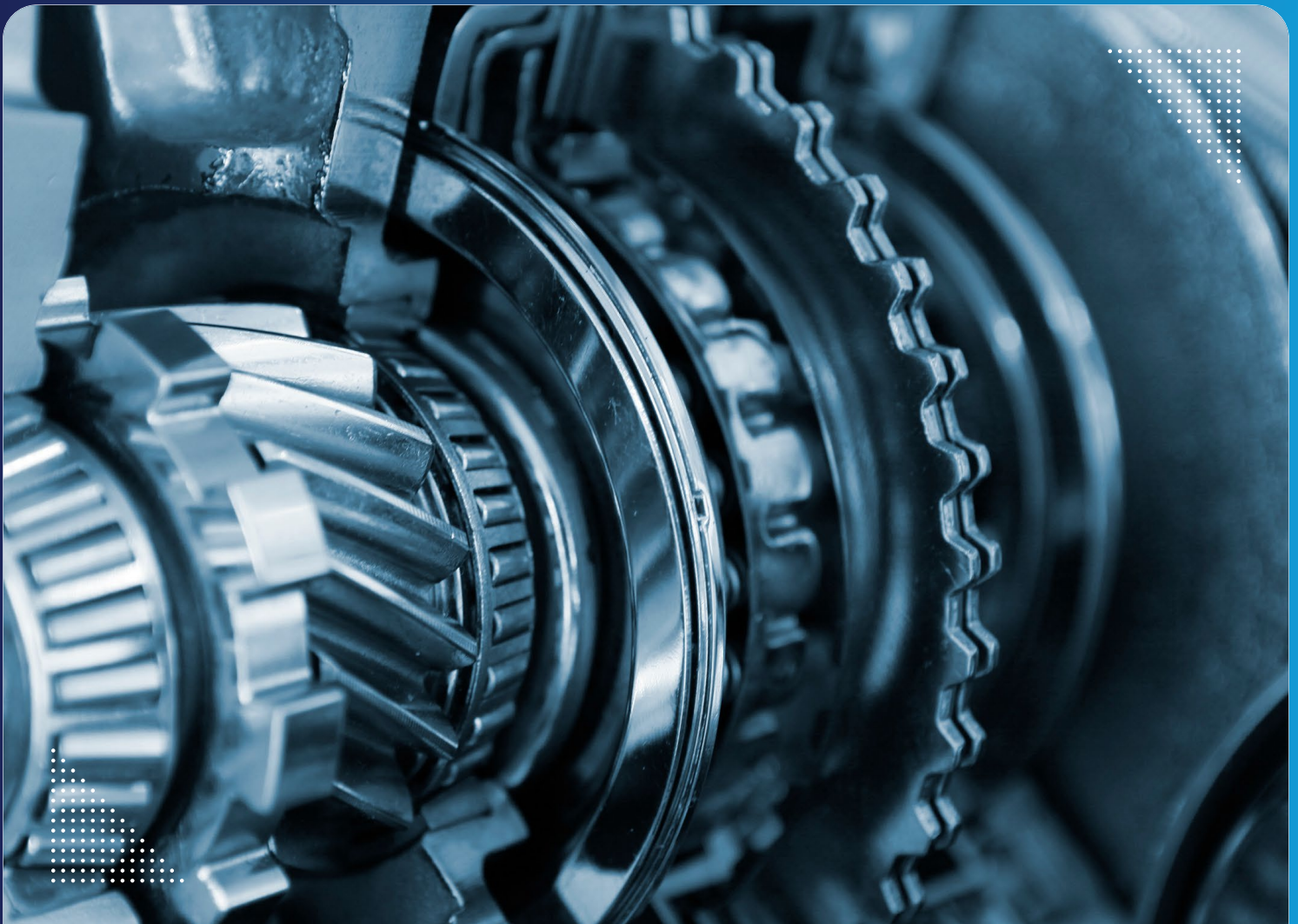


# 10 Smart Content Workarounds for Defense and R&D Companies

**How to Market Complex or Confidential Technologies Without Compromising Security**







## Who This Is For:

Defense manufacturers, government contractors, university spin-offs, and federally funded R&D firms struggling to market technologies they can't publicly explain, show, or even name.

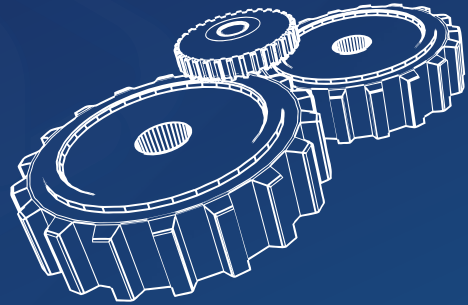
## What You'll Learn:

- ✓ How to communicate high-stakes, sensitive technology in clear, compelling ways
- ✓ How to substitute visuals when photos and videos are off-limits
- ✓ How to build brand credibility without disclosing classified data
- ✓ Examples of content that works in secure environments

# 10 Content Workarounds You Can Start Using Today

## 1. Swap Product Photos for Technical Renderings

Use 3D models, CAD drawings, or abstract diagrams to represent systems without disclosing classified components.



## 2. Use Anonymized Case Studies

Reframe results: "A major defense integrator improved uptime by 36%" instead of naming the customer.



## 3. Create Mission-Driven Storytelling

Focus on outcomes, not specifications: "Supporting next-gen electronic warfare resilience" sounds more powerful than "low-noise amplifier development."

## 4. Replace Video with Explainer Animations

Use secure, brand-approved animated videos or motion graphics to explain processes, systems, and benefits without exposing real assets.

## 5. Use Voice-of-the-User Summaries Instead of Testimonials

Turn feedback into insight:

"Users reported faster response time and easier integration with legacy systems"—no names needed.

## 6. Build a Visual Language of Icons & Diagrams

Develop reusable, non-sensitive visuals that express core concepts like "signal dominance," "force protection," or "AI-enabled insight."



## 7. Focus on the Problem You Solve, Not the Tech Itself

Position around outcomes:

“Our solutions enable secure communication in GPS-denied environments”—without naming the solution.

## 8. Publish on Macro Trends & Capability Gaps

Stay strategic:

Write about topics like “The Role of Dual-Use Tech in Modern Warfare” or “Challenges in AI-Driven EW” without pitching your product directly.

## 9. Use Restricted Access Content with NDA Gateways

Offer gated downloads or demos available only after verification or NDA approval for sensitive materials.

## 10. Tell Your Founder's or Innovator's Journey

People buy from people. Share how your team moved from research to mission impact without giving away technical secrets.







# Need help implementing these strategies?

50 Marketing understands your marketing constraints and has worked with companies just like yours since 2003. Whether you're struggling with strategy, branding, your website, social media, or video content, our team knows B2B and manufacturing marketing. Gain the clarity your business needs to grow effectively.

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